

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Michael William **URBANSKI** *et al.*  
Title: **METHOD, SYSTEM, AND SOFTWARE FOR  
GEOGRAPHICALLY FOCUSED NETWORK  
ADVERTISING**  
Appl. No.: 09/714,665  
Filing Date: 11/17/2000  
Examiner: Donald Champagne  
Art Unit: 3688  
Conf. No. 4398

**SUPPLEMENTAL AMENDMENT AND REMARKS UNDER 37 C.F.R. § 1.111**

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Examiner's e-mail correspondence of April 1, 2010 and is supplemental to the Amendment and Reply filed on December 23, 2009 which was responsive to the Office Action mailed September 23, 2009 concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 14 of this document.

Please amend the application as follows: